

FinerWorks Helps Artists and Photographers Sell Their Work

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Press release from: [FinerWorks](#)

January 26, 2010, San Antonio, Texas – In today’s economy many professions are struggling more than in recent memory. This is especially true for the artist and fine art photographers whose sales are primarily dependent upon a consumer base with discretionary income. FinerWorks (finerworks.com) is one company that seeks to help the struggling artist overcome the obstacle of a smaller buyer base.

The company was originally developed as an online canvas on demand service in which customers could submit a photo or artwork and have it printed on canvas. Since many users of the service were professional artists and photographers the site added the option for people to join the website and feature their work as prescribed prints setup by the member. Over the past year the site has created a robust online community of several thousands artists and photographers.

James Theopistos, the founder of FinerWorks and artist himself stated, “I remember when I first started venturing into selling my own work as prints online. Like many of our artists and photographers I was seeking new and innovative ways to promote myself. Recently artists have seen their own buyer base shrink so they are looking at ways to attract new buyers for their work. I hope that the knowledge I have acquired to keep my own sales going can be applied by others. We strive to help artists promote not just their art but also themselves with articles and tips discussing various means and strategies they can use. Some are specific to art and photography while others expound on good marketing sense. In addition we have revamped the members’ account system with this in mind. “

With a new suite of online tools artists have the choice of selling their work on printed on canvas or various art papers prescribed by the artist. And if the artists, chooses, they can simply post images and let a customer decide what to purchase. When a buyer purchases a print the artist received a commission ranging from 10 – 40% depending on the type of print and options.

Theopistos further states, “While this type of service is not new, many other companies that offer artists the ability to setup galleries and sell their work are dependent upon the member’s purchasing their own prints or products from the company. We see this as potentially a dishonest practice. These companies may advertise false hope because they do little to promote the members. FinerWorks desire is to generate real sales with the artist’s work because if the artist profits from sales, everyone wins.”

While Theopistos does not provide specific on their marketing strategy he does say that they have examined what works and what does not when it comes to marketing art and photography online. Based upon that and his own experience as an artist the site’s suite of tools include an artist profile page and gallery which is optimized for search engine indexing. In addition new changes on the site make it easier for potential buyers to find art or photography under set categories. Theopistos concludes, “We have additional ideas in the works as well but the bottom line is it comes down to presenting the artist to the public in a fashion that generates interest in their work.”

For further details, contact marketing director Noelle Hines at 1-800-567-8594.

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